

United

Connect Your Dots

Brand Manual

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Overview

Now we are a company that cares, understands, is kind, helpful, laid back, and educated.

By changing the colors, typography, logo, images, and voice & tone we will become the company we strive to be. But first lets compare the old with the new. Before, United was targeting a small number of fliers. United wanted to target the fliers that flew for business. After looking into the demographics we discovered that only 29% of fliers fly for business. Now we are switching gears! Turns out, 50% of fliers are traveling because of personal matters.

Particularly for leisure time. That leisure time can range from vacations to religious missions to help the needy. As everyone may know, United has had a few PR problems in the past which left a bad taste in the mouths American fliers. Having two incidents happen so close together in short time frame had stained United's name and brand perceptions. United is now seen as a violent, mean, rude, unkind, and money grubbing company.



Tag-line: Fly the Friendly Skies

- Communicates we provide a friendly service

Images:

- Displays wealth, comfort, solo individuals, stereotypical vacation images, tells but doesn't show friendliness

Colors:

- Similar to other airlines. Dark blue, gold, red, gray. The colors do not communicate friendliness. These colors are more connect to wealth and riches. Relates more to the luxury upgrades the airline offers.

Typography:

- The same typography that is used by all its competitors. Arial, open-sans, helvetica. Typefaces look similar to each other. Communicate same personality of being stern and pristine.



Tag-line: Connect You Dots

- Provokes action to connect yourself

Images:

- Friendly, groups, cultured, inviting, interactions, connections, interesting people from cultures

Colors:

- Same yet stands out. More youthful, energetic, and playful. Colors represent trust, caring, energy, and calmness. All the colors represent the new caring, understanding, and laid back personality of the brand.

Typography:

- Typography is more playful and sturdy. Quicksand is playful, perfect for call outs. Avenir is sturdy and shows movement communicating United's way of forward thinking and confidence. Assistant bonds the two personalities. It communicates easily, clearly, and efficiently. Perfect for educating without making people feel underestimated or intimidated.

Brand Strategy

Before, United presented themselves as educated individuals, who love to spend money, and sadly with an egocentric attitude. After the past two incidents of the passenger being dragged off the plane and a dog dieing due to employee negligence, the perception of the company was stained. Marking them as a company lacking compassion. This brand strategy is meant to gain back the trust of the passengers. To do that our big idea is to own up to our mistakes, and to show we care about the connections people make with the brand and the world. The logo changes to a more refreshing and open design, giving the sense of open-mindedness, understanding, and friendly. The color scheme changes to more playful, energetic, and warm. These colors help to decrease the sense of intimidation that United once had. The typefaces will be more airy, open, playful, yet firm. Fonts with these characteristics will help to enforce the overall goal to aid passengers with being comfortable interacting with United and it's employees. The Uniforms of employees change to be more business casual to help them become more relate-able and with hopes of making personal connection with the passengers. Making these connections with passengers, and priding ourselves with the ability to allow others to make connections across the world is what will allow United to stand out against its competitors.





Naming & Tagline

We decided to keep our name the same. United prides themselves in the ability to allow people to make connections around the globe. It brings us great pleasure to be the airline our passengers choose to take as their mode of transportation. We thought United was the perfect word to describe what we do. But, we also recognize that people have loyalty to our previous brand and that changing the name might put too much strain that relationship. United is fully recognizing our past incidents and is taking full responsibility for our mistreatment of human and animal kind alike. By keeping the name, we are telling people that we have changed. We can do better now and that our passengers will like the new us. The tagline however, was changed to help start the conversation between the brand and our customers. It tells them who we are and what we do. It's as simple as that. Our goal is to make it very clear that we are not the same United as before. United is new and improved! We want to help people make their connections and we don't just mean connecting flights. We are talking about the connections people make with the destinations. United encourages people to connect their dots. When people plan to go from

point A to point B they are placing dots onto a map. So, what could those dots be? Well, they could be anything and anywhere. The dots could mean an infinite number of things. We understand that the reason for peoples flights aren't always going to be the same as the person sitting next to them. The places a person travels may not always be the same reason their best friend, parents, or even coworkers travel. The dots each person is connecting is going to vary per person because, just like the person themselves their traveling habits are unique to them. What those dots mean to the flier is different per person as well. One persons dot in Houston could mean 'where grandma lives' while another person on that flight could think Houston mean 'conferences.'

**So we ask you,
where are your dots?**

Narrative

Stacy has always disliked flying. She felt that airlines didn't care about the passengers that flew on their plans, and that she was always treated as a nuisance. When she approached the ticket counter she was surprised to see a warm smile and greeted with "Good Morning. How may United help you today?" The transaction with the purchase was smooth. Any question she had regarding the prices and why they charge more than other airlines she was given clear and precise answers. She would be informed that United wants to help others across the world and a portion of her purchase will help those in need. Even though she had to pay extra for things she wanted, Stacy found it refreshing to be able to personalize her experience. She leaves the counter and went through the long line at security. Running a bit behind Stacy would use the mobile app to quickly locate where her gate was at, getting her there before boarding even started! Boarding went smoothly, and upon boarding the plane she was greeted with warm smiles and a "Welcome to United." Quickly finding her seat she had personally selected for extra legroom, Stacy quickly became happy with her choice. She was comfortable! During the flight, the flight

attendants were friendly, engaging, willing to help, and relate-able. Stacy felt like she could talk to the flight attendants all day and when it came time to leave she was sad to say goodbye. Passing the smiling faces of the staff once more, she was not saying goodbye but saying "See you next flight!"

Any interaction with the company, brand, or its staff should always be welcoming, inclusive, informative, respectful, and above all else **FRIENDLY!**

Persona

Oliver is a male traveler around the age of 45 who travels because, he loves to find amazing people, places, and experience culture. He grew up in a white collar home but, always lived his life in a blue collar way. Oliver, or Ollie as his friends call him, doesn't like to put people down. He acknowledged the fact that he is wealthier than the average person but, he never flaunts his money. Ollie understands the value of hard work and that most people put in the hours to be able to take their trips to where ever they may be. So, he doesn't try to push up-sales if an individual seems uninterested or expresses they cant afford it. He would rather be polite and courteous to people because, he loves to see the happiness on their faces. Ollie would work with the passengers to find the best options for their particular needs. Being optimistically positive he becomes flexible thus, making himself more helpful. However, if he disagrees with something he is not afraid to speak his mind in a respectful manner. Ollie is a very cut and dry individual. Meaning, things are as they are, black and white. He is educated so, when he's explaining things to people he can back himself up and communicate things without getting emotions into it. But, he finds himself liking

to teach people new things and experiences. Which is why he values open-mindedness and express genuine interest in another's view. Learning new things excites him. It doesn't matter if it's about people, places, culture, things, or even history. However, he isn't the biggest fan of children, just never saw himself having them. But, he does welcome them and treats them like he would teat anyone else. He enjoys traveling and the freedom it comes with. He understands that having children can make his spur of the moment trip a bit more impractical. He sees air travel as a means to go anywhere. Why be stuck in one place when theres so the world has to offer!

Voice & Tone

Our target audience are individuals in their early 30 to late 40s. These are the type of individuals that have busy lives from taking care of kids, working 40 hour work weeks, paying bills, and paying off student loans. These are the types of people that when they decide to go on vacation, they want to make the best of it because they worked hard for it. They deserve a little R&R, we all do. That's why communication with passengers should be friendly, allowing them to feel stress free. If they have any questions and need help finding the perfect hotel we can help them. Our goal is to help relieve the stress of planning a trip by insuring the information being delivered is clear and easy to understand.

This demographic works hard for their money and knows the value of working hard for what they want. That's why we make it a point to be understanding and mindful of the budgets our passengers may have. Never try to force a sell onto an individual if they're clearly not interested. However, the Gen Xer's do express concerns about others and the environment, and has proved to be an insensitive for purchases. If there is a chance to offer extra amenities, inform them that a portion of their purchase goes to help others around the world.

Even after informing them of the charitable nature of United and they still show disinterested in purchasing any extra amenities, move forward. It is what it is, and that's perfectly fine. At least you tried. The last thing we want is for people to think we are a company that doesn't care about their own costumers.

Another important form of communicating is to make a connection with the passenger. Regardless if the interaction is over the phone, on the website, or in person there needs to be a personal connection made. People love to talk about themselves, kindly ask them why they are fly to Houston, if they answer, we have just broken the ice and opened them up for conversation. Build a communication around them and if possible make suggestion that might help better their trip. Suggestions like that awesome restaurant down on 3rd street or a gallery that is housing a famous artist that is worth seeing.

Key Descriptors:

United should always be knowledge about our services, open-minded to others and understanding of their needs, honest, helpful, approachable, and friendly.

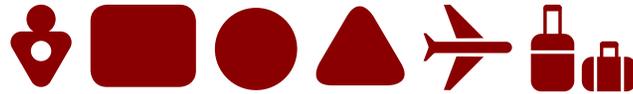
Moodboards



Colors



Shapes



Key Words

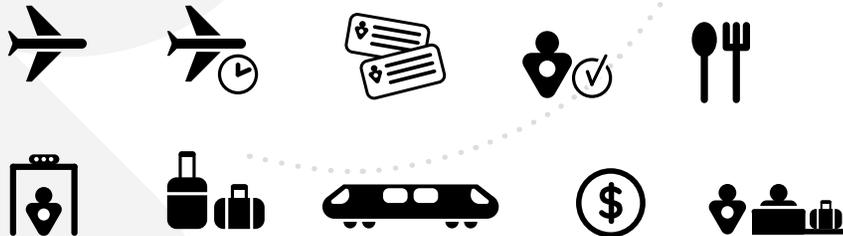
Informative, Open-Minded, Understanding,
Honest, Helpful, Approachable, Friendly

Typography

Assistant Extra Light, Regular, SemiBold, Bold, Extra Bold

Avenir Light, Light Oblique, Book, Roman, Book Oblique, Medium, Medium Oblique,
Black, Black Oblique, Heavy, Heavy Oblique

Quicksand Regular, Bold



Colors



70%



50%



30%



PMS 427 C
CMYK 40, 33, 33, 0
RGB 159, 158, 159
#9f9e9f



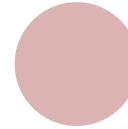
70%



50%



30%



PMS 2427 C
CMYK 27, 100, 100, 32
RGB 17, 23, 36
#89171a



70%



50%



30%



PMS 7710 C
CMYK 78, 17, 26, 0
RGB 6, 161, 181
#00a1b5



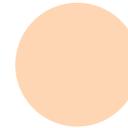
70%



50%



30%



PMS 2018 C
CMYK 0, 67, 99, 0
RGB 244, 127, 33
#f47521



Typography

Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()_+=:;'"?/

Quicksand

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()_+=:;'"?/

Assistant

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()_+=:;'"?/

OPEN, SIMPLY, STURDY, AND FRIENDLY.

These typefaces were chosen specifically to communicate the personality of the newly enlightened United. Avenir show the sturdy yet open mindedness of the brand. This typeface communicates the professional side of United. In contrast to that, Quicksand was chosen to communicate its more playful and friendly side. This typeface is open and airy, which give allows the viewers to relax and feel less intimidated. This font should be used for call outs of sub-headlines. Assistant is the typeface between the two fonts. The font is open in its counters like in Quicksand, yet displays the sturdiness and confidence of Avenir. This makes Assistant the perfect font for large bodies of text. The nature of the font makes it perfect to educate people on services, prices, fees, cancellations, and delays without looking like jerks. Instead, we see United as showing compassion but says it is what it is and we're sorry if that upsets you.

Imagery

Images should always display people in groups. Stay away from images of isolated people. The best choice for images would show people interacting with other people, culture, environment, staff, and animals. Images that house staff members should always show interaction between staff members and costumers. Images that show an activity or excursions should show the participation of groups of people, rather than individual interaction. Images should be shot with a candid feel. This is to help communicate the idea of connecting with others in the moment. It also helps to make the brand feel for authentic.



Logo Development



All together there was a collective there are 60 thumbnail sketches. Each sketch helped to inspire the sketches after it. After picking the three most effective designs I then created them digitally to see which ones work best as a logo design.



1  United

2  United

3 
UNITED

 United

 United

 United

 United

 United



United 

United 



Logo Usage

1



2



3



4



5



6



**We are all perfect the way we are.
Our logo is no different.**

1 & 2. Please don't squish the logo. It's not really comfortable trying to squeeze yourself into tight spaces you don't really fit into. Plus it just looks weird.

3. The colors should stay as is. It's highly advised to keep the United logo colors the same at all times. That being said, of course all black and white versions are allowed if necessary.

4. Our United people markers should not be altered, rearranged, resized, or removed from the logo.

5. Other than text that is associated in marketing materials, the logo should not be accompanied with any other text besides than the tagline. But yes, you can removed the tagline if you see fit.

6. It's okay to be different and stand out from the crowd. It's just as important to stay true to yourself. That's why United's typeface should never be changed. We know who we are and we are proud of it!

Clear Space

Ever been stuck in the middle seat and each person on either side of you shows no consideration for your personal space? Not really the best experience is it? Well, our logo isn't too keen on having its personal space invaded either. So, the logo so have breathing room of around an inch on all four sides. This will insure the logo has room to flourish and have a comfortable space to introduce itself.





Check-in 1-24



Applications

Mobile App

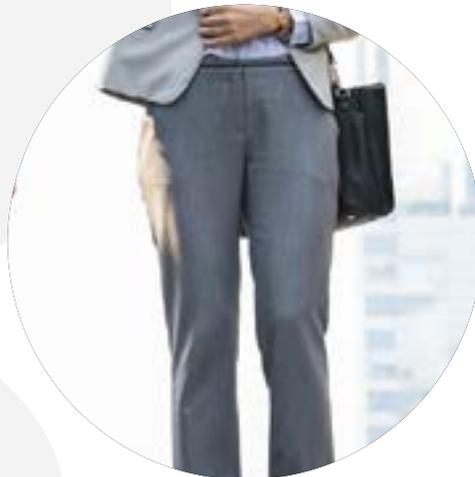
Many people find the whole flying experience troublesome. Those struggles go from the airport experience (that we can't control), to their experience during their flight. With our mobile application we are taking the bull by the horns, and controlling the experience of passengers outside of the plane. The United app helps track the users location at an airport in real time with the help of GPS technology. After connecting to passengers device it can determine which airport they are located at and instantly finds the layout of that specific airport. The app can help passengers find their gate with ease, helping to lift the worry of missing their flight. Our app already has an existing real time flight statuses offered on our app, this will be an added bonus! The user can also search for things located in the airport such as restaurants, gift shops, tram location, baggage claim, restrooms, and more! It's awesome!



Uniforms

Business casual. We are revamping the norm when it comes to flight attendant uniforms. No ascots, no tightly formed clothing, no high heels, no vests, and no bad attitudes. Yes, the employees attitude is part of the uniform. We acknowledge that our employees are the front line of how the brand is perceived. Employees should always have a warm smile, be informative, willing to help, understand of others circumstances, and approachable.

Womens clothing will consist of a solid colored blouse housing one of the five colors of the United brand. Sleeves should be no shorter than shoulder length. A cardigan may be worn above the blouse which should also be solid in color with one of the five United colors. The cardigan should not be the same color of the shirt. Pants are business standard gray slacks, preferably of the lighter shades. Shoes are lace up dress shoes. The color should always be brown not black. The idea is to allow people to feel comfortable approaching and addressing their concerns with the staff, not feel intimidated and afraid of being judged. Or even harmed for that matter.



Mens Clothing will consist of a solid button up shirt that can either be short or long sleeved. The shirt can be any of the five United colors. The staff member may wear a tie as long as it is a bow-tie. The bow-tie is less serious than a traditional tie and will help to distinguish them from the passengers. A sweater may be worn over the shirt in case they are cold. The color should be one of the five United colors. The sweater so not be the same color as the shirt. Pants are business standard gray slacks, preferably of the lighter shades. Shoes should always be brown lace up business shoe.



Fleet

With so many airline companies these days it's important to stand out from the competition. After looking at our competitors, we noticed that they all use roughly the same colors as each other. By picking colors that aren't as commonly seen by other aviation companies, it allows our brand to stand out. Which also means our fleet will become more recognizable and distinguishable.



Website

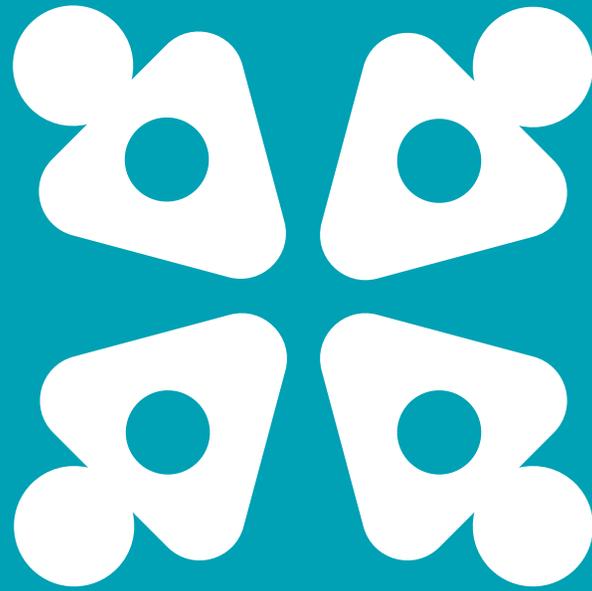


We gave our website a face lift! We decided to allow our passengers to fully customize their login home screens. We've come to a realization that some customers who fly for leisure may want to see different information than someone who flies for business. As long as the passenger has an account at our United.com web-page, they will be able to customize their blocks to their specific needs. It is a quick and simple way for individuals to access desired information with one click. No more clicking something, just to click something else, and then clicking another thing after that. This way the interaction with the passenger and clear, quick, concise, and flexible.

Stationary

The designs for the stationary are fun and welcoming. Even while doing business we want people to feel comfortable and open with the company. Having the ability to allow important stakeholders and clients to feel comfortable doing business with the company again is important. The whole point of being able to make connections with people on and off of the airplane is to get them to come back and continue services with the company. So, the design purposefully is meant to be less structured and stern to remove the intimidation aspect. But of course, the use of avenir is present to remind other that if need be, we will put our foot down. But, we would rather have friendly interactions over confrontational ones.





Connect Your Dots

 United

